

Corporate Market

The corporate market includes corporations as well as other employers such as professional associations, non-profit organizations, educational institutions, government, and hospitals.

A commonly used **job title** in the corporate market is **meeting planner**. However a variety of other titles may be used, depending on the organization. In some organizations, event planning is done as part of another job by a staff member, whose title or job description might include:

- administration
- corporate communications
- human resources
- investor relations
- marketing
- member relations
- public relations

Corporations

Most **large corporations** have in-house events staff. Sales meetings, annual board of directors meetings, training seminars, open houses, trade shows and conferences all need good planners.

In **smaller companies**, the event planning – such as awards dinners, holiday parties, training seminars, etc. – may fall to an office manager or someone within the human resources department.

There are a number of other places to find links to top companies in the United States and Canada. The following are good places to start your company search. At

Hoovers, you can search for a specific company, or click on “Companies & Industries” to go to a page with a menu that allows you to browse a company directory or search by industries. The **Fortune** and **Forbes** sites list top companies in the U.S., while **Report on Business** lists top Canadian companies.

Hoovers.com <http://www.hoovers.com>

Forbes Magazine <http://www.forbes.com>

Fortune.com <http://www.fortune.com/fortune/allists>

Report on Business (Top Canadian Companies)

<http://www.globeinvestor.com/series/top1000/2005/>

Corporate Promotional Events



While any type of company may hold a large public event (such as the Saturn car company's weekend event for 38,000 customers, mentioned earlier in this guide), there are some companies that hold promotional events on an ongoing basis.

Retailers, for example, hold a variety of events to attract customers. Examples of such events are a fashion show at a department store, a demonstration by a celebrity chef at a shopping center, or a singles evening at a grocery store.

You can find some interesting information about retailers through:

National Retail Federation <http://www.nrf.com>

Media (newspapers, radio stations, and television stations) also hold a lot of public promotional events. Turn on a popular radio station on a Saturday and you are likely to hear a DJ reporting from a community event.

According to Wendy Spivak, of Castle Group in Boston, media outlets usually act as co-sponsor of events such as road races and blood drives. "Sometimes, anchors will act as the master of ceremonies at these types of events," Spivak says.

For a listing of major newspapers, radio stations, and television stations, visit:

Journalismjobs.com <http://www.journalismjobs.com>

TIP: Event planners who work in the corporate market can get a tremendous amount of valuable information from Meeting Professionals International, the leading industry association for meeting planners. Visit their website, and consider joining the association. There are 60 chapters worldwide.

Meeting Professionals International <http://www.mpiweb.org>

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